MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

AI AND SALES EXCELLENCE

"Harnessing Artificial Intelligence to Transform Sales Performance and Customer Engagement"

Schedule

Date	Venue	Fees (Face-to-Face)
19 – 21 May 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Artificial Intelligence (AI) is revolutionizing the sales function—from lead generation and customer segmentation to predictive analytics and personalized engagement. Forward-looking sales professionals must adapt and leverage AI tools to enhance their performance, anticipate customer needs, and drive results.

This hands-on course equips participants with the knowledge and practical skills to apply AI in the sales process. Covering AI-driven CRMs, chatbots, predictive sales analytics, and customer behavior modeling, the program empowers teams to convert data into insights and strategy into revenue.

Objectives

By the end of this course, participants will be able to:

- Understand how AI is transforming modern sales strategies and tools
- Leverage AI technologies to improve lead qualification and conversion rates
- Use predictive analytics to forecast sales performance and buyer behavior
- Automate routine tasks to focus on value-adding customer interactions
- Integrate AI with CRM systems to personalize outreach and enhance decision-making

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Why Attend

- Learn how AI is reshaping customer engagement and sales operations
- Build a data-driven sales strategy powered by real-time insights
- Increase sales effectiveness through smart automation and targeting
- Stay ahead of the curve with emerging technologies in sales enablement
- Bridge the gap between traditional selling and digital transformation

Target Audience

This program is designed for:

- Sales managers, executives, and business development professionals
- CRM and digital marketing specialists
- Customer experience and engagement teams
- Commercial strategists and sales trainers
- Anyone involved in B2B or B2C sales transformation initiatives

Individual Benefits

Key competencies that will be developed include:

- AI application in lead scoring and customer segmentation
- Data-driven decision-making and forecasting
- Personalized sales outreach using intelligent systems
- Performance tracking with AI-enabled CRM dashboards
- Enhanced buyer insight and consultative selling

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher lead conversion and customer retention rates
- Streamlined sales processes and improved team productivity
- Smarter, faster decision-making using AI-generated insights
- Increased competitive advantage through tech-enabled selling
- Stronger alignment between sales, marketing, and customer experience

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – AI trends, tools, and impact on sales cycles
- Case Studies – Real-world applications of AI in global sales teams
- Workshops – Sales process reengineering using AI tools
- Peer Exchange – Industry-specific discussions and best practice sharing
- Tools – CRM dashboards, chatbot scripts, lead scoring models

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Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of AI in Sales

- Module 1: The Evolving Sales Landscape (07:30 – 09:30) • Challenges in traditional sales and rise of AI-powered selling
- Module 2: AI Tools and Technologies for Sales (09:45 – 11:15) • CRMs, chatbots, virtual assistants, and automation platforms
- Module 3: Data-Driven Customer Segmentation (11:30 – 01:00) • Clustering, behavior analysis, and persona development
- Module 4: Workshop – AI Integration in Lead Qualification (02:00 – 03:30) • Apply AI to prioritize leads based on scoring algorithms

Day 2: Predictive Analytics and Smart Engagement

- Module 1: Predictive Sales Analytics and Forecasting (07:30 – 09:30) • Trend identification, pipeline health, and performance insights
- Module 2: Personalized Customer Interactions with AI (09:45 – 11:15) • Content recommendation engines and dynamic messaging
- Module 3: AI-Enhanced CRM Strategy (11:30 – 01:00) • Dashboards, automated alerts, and lifecycle management
- Module 4: Workshop – Simulate a Predictive Sales Campaign (02:00 – 03:30) • Use AI tools to design an adaptive outreach plan

Day 3: Implementation and Sales Enablement Strategy

- Module 1: AI in Sales Enablement and Training (07:30 – 09:30) • Performance coaching, content delivery, and real-time feedback
- Module 2: Ethical Use of AI and Data in Sales (09:45 – 11:15) • Privacy, consent, bias prevention, and transparency
- Module 3: Measuring ROI from AI Sales Initiatives (11:30 – 01:00) • Metrics, KPIs, and continuous improvement
- Module 4: Final Workshop – Building Your AI Sales Roadmap (02:00 – 03:30) • Group presentation of transformation plans

Certification

Participants will receive a Certificate of Completion in AI and Sales Excellence, validating their capability to apply artificial intelligence tools and strategies to enhance sales performance and customer engagement.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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